

Possibilities Unbound: Regional Strategies

HARDWOOD STRATEGY

Develop programs and resources that will position Southwest Indiana to optimally utilize its hardwood resources.

Tactics:

1. Develop marketing efforts that will effectively “brand” Indiana products as the preferred or premium brand for hardwood products. Convey the market initiative and promote the brand at the 2006 NEOCON Trade Show in Chicago.
2. Develop regional clearinghouse for information related hardwood concerns and staff to provide requested “one on one” meetings with landowners interested in information concerning hardwood concerns. Clearing house could be staffed and systems created to collect and distribute hardwood information. Related consideration is to provide incentives for hardwood landowners to engage programs and resources.
3. Promote growing high quality hardwoods.
4. Change the provisions for the required reclamation requirements for strip mined land from 17 inches of cover soil to 4 feet of cover soil for wood lots. This is the same requirement for agricultural land use.
5. Develop and distribute intelligence on the world-wide market for all types of hardwood products.

Spokesperson:

Robert Grewe, President
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REGULATORY STRATEGY

Develop a proactive regional approach by paying attention to what local, state, and federal agencies are doing and actively lobby our initiatives as a region. Put agriculture on the radar screen and use “One Regional Voice” to sell our message.

Tactics:

1. Create a regional Regulatory Task Force with membership from each of the nine counties. The Task Force will also include a representative from each of the regional initiatives: Hardwoods, Bioenergy, and Diversification. The Task Force will meet quarterly and create a communication network that includes local elected officials and other key stakeholders.
2. Determine priorities for the region to be communicated to the IN legislature and also review proposed legislation that may effect the agricultural/economic development interests in Southwest Indiana.
3. Monitor and inform regulations at the state level.

Spokesperson:

Greg Wathen, Executive Director
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BIOENERGY STRATEGY

Conduct a regional feasibility study to evaluate the most strategic bioenergy opportunities for Southwest Indiana.

This resulting strategy should focus on the region's strategic assets most relevant to bioenergy (i.e., wood products and other biomass, rail and port infrastructure) as well as limitations that need to be considered (i.e., non-attainment status of some areas). This further analysis is needed to determine the region's niche within Indiana's statewide bioenergy strategy.

Tactics:

1. Expand working group by engaging Southwest Indiana counties and other regional stakeholders with interests in a bioenergy strategy, to collaborate on a feasibility effort that will meet both the regional and local needs.
2. Identify funding for a feasibility study.
3. Conduct feasibility study.

Spokesperson:

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Pike County Growth Council
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DIVERSITY OF PRODUCTION STRATEGY

Develop and implement a “Regional Agriculture Trail” that includes and promotes Southwest Indiana attractions.

Tactics:

1. Conduct Regional Agriculture Trail feasibility study to understand potential opportunities and effects.
2. Engage potential partners and Regional participants in Agriculture Trail plans.
3. Secure funding and create marketing materials for Regional Agriculture Trail.
4. Coordinate public relations strategy to launch Regional Agriculture Trail and provide ongoing support.

Spokesperson:

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